

Business Sustainability

In the past, we heralded entrepreneurs, new programs, and even micro-financing schemes because the world encourages enterprising ventures. That is what keeps the economy going—when people earn and spend. On the small-scale level, this practice gives people jobs, puts food on the table, and allows people some quality in their lives.

However, due to lack of sustainability, many of these programs have failed. They look good at first glance and they often work out for a few years, but they fail to continue because the program is just not sustainable to make it last for generations. Some, sadly, just dissolve in a matter of months, crushing many dreams with it.

The crashing of the business could happen for many reasons. It could be from lack of funds where the owner has anticipated a return of investment in just a few months but the plan did not work and the business just did not make money after a year or two. Or it could be the lack of reliable manpower to handle the different aspects of the business. Or the marketing plan just failed so the entire scheme fizzled out. Or it could be external factors like political unrest or economic windfall.

But [what is sustainability](#)? It is the state of being able to continue what you are doing every single day and continuing to do so for many years to come. It is a rock-solid formula that keeps the business afloat despite the many things happening around. The system enables the business owner to continue using the same materials and pay his workers fair wages while enjoying decent profits. If the profits are extensive, then the owner can already consider expansion.

But sometimes, many of these businesses work when they are in the small-scale. When they start expanding, that is where the problem comes in because bigger operations need more hands, eyes, and ears to manage. And this management team should be a reliable force—otherwise the system will fail because the owner cannot be in two places at the same time.

Sustainability doesn't just apply in business; there is also what you call [sustainability in building design](#). It is being able to construct infrastructure that will withstand the test of time. This usually applies to new technologies used in building, such as toying with new materials or incorporating eco-friendly systems to the design, like having a sun-roof or using an environment-influenced system in order to control the temperature of the interiors.

<http://www.greenbuildingsolutions.org/Main-Menu/What-is-Green-Construction/What-is-Sustainability>